

4TH QUARTER FY06

4th District Commanding Officer Standings



Maj. Carroll RS Louisville



Maj. Woodworth RS Charleston



Maj. Rizzo RS Detroit

1,25



Maj. Fulford RS Baltimore 1,23

Maj. Nethercot RS Frederick





(COVER) Designed by Sgt. Jason This appropriated-funds maga-Anderson

*Commanding Officer standings are based on the recruiting station's net APR for the quarter.

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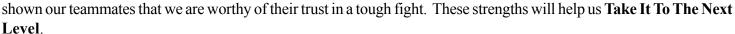
Col. Brian Manthe

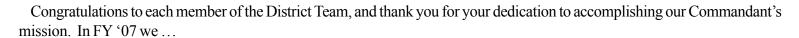
Guidelines for Submission If you have a comment, or you've written a story, or have a story idea that you would like to see in IV, the 4th MCD Sgt. Maj. David W. Boerst staff would like to hear from you. You can call the editor at (717) 770-8125 send an e-mail sengte@marines.usmc.mil. If you would like to submit a story about recruiting, tricks of the trade, military families, or any other subject, please send the typed story along with any photographs to: 4th Forum Editor, 4th MCD, Bldg. 54, Suite 3, New Cumberland, Pa. 17070. Submissions will only be returned by request.

itself to finish the year FIRST in the nation with the highest Net and Gross. Our list of accomplishments is long and includes superb work in both officer procurement and Prior Service Recruiting. Two points must be strongly emphasized. First, as a Team we were successful and second, our individual team members were successful.

literally, how we live. Making mission does just that. Locking our Net New Contracting mission earlier, making shipping and doing so in a manner consistent with our Core Values puts everything else in our lives into a better balance.

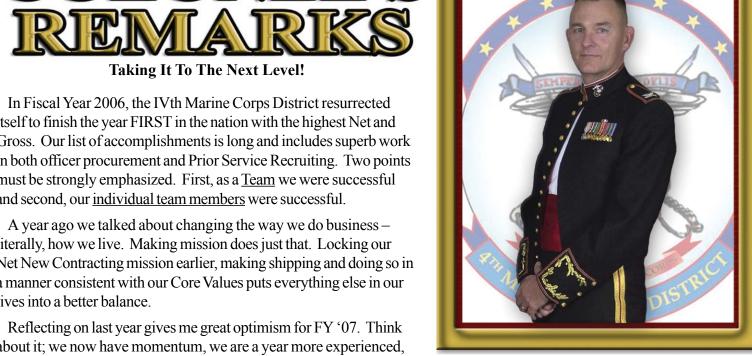
about it; we now have momentum, we are a year more experienced, we have taught ourselves to expect greatness, and each of us has







Brian Manthe Colonel, USMC





Master Sgt. Mike Giannetti

Brigadier Gen. Richard T. Tryon, commanding general, Marine Corps Recruiting Command, met with players and coaches of the Hillsdale College Chargers football team at the Dow Leadership Center in Hillsdale, Mich., Sept. 19.



Staff Sqt. David Drafton

Brigadier Gen. Paul Lefebvre. commanding general of Eastern Recruiting Region, takes time out to talk to the officer selection officers prior to the Duke vs. Navy game at Duke University.



Sgt. Chris Flurry

Colonel Brian Manthe presents the Bronze Star to Maj. Charlie Cassidy, RS Cleveland commanding officer, for "heroic achievement in connection with combat operations against the enemy."

Fourth District Sergeant Major Program Standings



SytMaj, Wimberly RS Richmond



SgtMaj, VanDeVen RS Detroit



SgtMaj, Kurtzweil RS Louisville



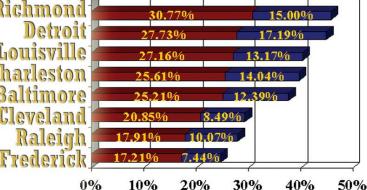












■ DEP CDR *The sergeant major program standings are based on the percentage of MCRC missioned contracts produced from the command recruiting and pool programs combined. The standard is: **DEP 30 percent** CDR 18 percent.

SERGEANT MAJOR'S

The Marines of the 4th Marine Corps District have enjoyed a very successful year of mission accomplishment. Congratulations on a job well done. These achievements are due to the efforts each and every one of you put forth with unwavering commitment.

We must build on our reputation and be careful not to rest on it. We must be ever mindful that a third of our force, the Marines who have been recruiting for the longest period of time, are departing to future assignments. Our leadership and experience must continue to train, teach and lead the Marines to success.

Fiscal year 2007 presents another opportunity to be successful on an individual and unit level. Last year, the results of superior achievement in the form of meritorious promotions were at an all time high. This year, those efforts will once again be due to a one-contract-at-a-time effort. With your effort, becoming more effective and having a well-earned winning attitude, we will take the District to the next level.

The casualties we have endured during the last year have been self-inflicted. Relief for cause and DUI are problems. The solution: Small unit leadership. Ask yourself, "What could I have done in order to prevent these incidents from happening?" I believe you <u>can</u> and <u>will</u> make a difference.



The holiday season is upon us, and we must preach SAFETY. Leaders are the moral compass of the unit. I recently overheard a period of instruction where a SNCO said, "I told him, I told him, and I've told him a thousand times." The instructor replied, "Yes, but did you show him?" The deer-in-the-headlights look the instructor received was priceless and was a reminder that we must tell and show in order to lead efficiently.

Happy 231st birthday, have a great holiday season and BE SAFE.

Sergeant Major David W. Boerst



Sergeant Maj. David Wimberly, Sergeant Major of RS Richmond, judges the relay competition at the third Warrior Weekend held at the 4th Combat Engineer Reserve Center in Lynchburg, Va. In attendance were RSSs Charlottesville, Danville, Lynchburg and Roanoke.



Sgt. Tiffany Carter Sergeant Maj. Michael Farrell stretches with the Marines of RS Frederick. Farrell wants his recruiters to start every pool function with warm-ups to reduce injury risks and to prepare poolees for what they will experience at recruit training.



Staff Sgt. David Drafton

Sergeant Maj. Timothy Ruff, RS Raleigh Sergeant Major and Adrienne Mason, wife of Staff Sgt. Mark Mason, pin on the new chevrons during a promotion ceremony.



CAREER REC

TAKING 17



during a softball game among 8412s.



Staff Sgt. Fordys Arnold makes a catch The career recruiters from 4th Marine Corps District gathered at the Crowne Plaza in Richmond, Va. for their annual 8412 convention where they learned what is expected of them for the new year.



The career recruiters of 4th Marine Corps District pose for a group shot after a day on the softball Master Gunnery Sgt. Mark Holman chips field. In addition to the softball tournament, the Marines enjoyed a cookout and nine holes of golf.



on during a day of golf at the convention.

RUITER CONVENTION 2007 TO THE NEXT LEVEL



(left) Master Sgt. Paul Sites, recruiter instructor for **Recruiting Station** Charleston, jumps to catch a fly ball during a softball game at the annual 8412 convention in Richmond, Va. (right) The Recruiter Instructors of 4th **Marine Corps District** pose for a picture during a break at the annual 8412 convention in Richmond, Va. The RIs will take the information that they learned at the conference back to the field and continue to train the District's recruiters.



Story and photos by Sgt. Jason Anderson Fourth Marine Corps District

RICHMOND, Va. - The annual 8412 convention kicked off September 11 at the Crowne Plaza here. During the five-day conference, the Sergeants Major, Recruiter Instructors, Assistant Recruiter Instructors and career recruiters of the 4th Marine Corps District participated in a series of classes and team building events.

The confrence was attended by the Commanding General of Eastern Recruiting Region, Brig. Gen. Paul Lefebvre, who told the Marines they were doing a great job for the recruiting force.

During the conference the Marines were briefed on what to expect in the upcoming fiscal year and were given numerous classes on how to lead the Marine Corps recruiting force. The classes, which included rising senior plans, tactical descision games and 21st century prospecting, helped to prepare the career recruiters to lead thier Marines to continued success.

"The classes and discussions were paramount," said Gunnery Sgt. Robert Haywood, District contact team member. "They not only refreshed the abilities of the Marines, but they allowed the Marines to share their knowledge among each other. When you get that many great minds in one room all combining their thoughts and experiences, the outcome is enormous."

In addition to classes and group discussions, the Marines participated in a softball tournament and cookout. Eight teams, named after benefit tags, competed in the tournament with team "Confidence" rising as the victor.

"It is important to have team building events, such as the softball tournament, at conferences," added Haywood. "This way they can see the side of their counterparts that they don't normally see at work. This is important for them because it shows that there is more to a recruiter than just business. After playing on a team together, they look at each other as friends, not just co-workers.

"After the conference the career recruiters left not only with a better understanding of what is expected, but also with fresh knowledge and a solid plan to pass on to the recruiters they have working for them," added Haywood. "The conference as a whole was a great success, and the recruiters of 4th Marine Corps District will strive to continue to keep us ahead."

4TH QUARTER FY 06 7

RS Richmond, SgtMaj gtMaj. D. Wimb

Interview and illustration by Sgt. Matthew Roberson RS Richmond

Name: Sergeant Major David Wimberly Number of years in the recruiting trenches: Four years; 1990 – 1994 at RS Phoenix, one year at RS Richmond

Positions held: Recruiter, Assistant SNCOIC, SNCOIC, OSA and RS Sergeant Major.

Biggest accomplishments: Meritoriously promoted, awarded the Centurion Award for 100+ contracts in 18 months, attended jump school as an award while on recruiting duty and recruited 32 officer candidates.

Most important asset on recruiting duty: Pool Program

Q) Why is the Pool so important?

A) The most powerful form of advertising is word of mouth. This new generation, and people in general, believe first-hand accounts more than the news. Internet or other forms of media. If you ask any centurion they will tell you that one of the secrets to their success was a very successful pool program.

Q) How can a recruiter make his pool work for him?

A) The secret is to maintain the same level of interest from the day you meet or contract them until they finish their enlistment. This forces a recruiter to be a partner in education and parenting. You do not just recruit an individual to be a Marine, you recruit the entire family to be Marine Corps supporters.

Q) If a recruiter is having problems with his pool, or not getting the results he would like, is there anything he can do to see immediate improvement?

A) Yes, you have to make your pool functions fun, functional and feed your poolees (F3). Find a way to make your function exciting while teaching them at the same time.

In addition, you need to treat your poolees like Marines and make them work for you. Give them a mission and let them accomplish

Q) What are some indicators of a successful pool program?

A) I look for five main indicators when reviewing a sub-station's pool program: attendance, referrals and pool growth, low DEP attrition and low Marine Corps Recruit Depot attrition, and Marines returning from recruit training and from the Fleet Marine Force requesting to come back on recruiting duty.

Q) As the RS Sergeant Major in charge of the pool program, what do you view as your main responsibility to the pool and how do you accomplish this?

A) My main purpose as sergeant major is to energize the pool program by thinking of fun and exciting ways to keep the interest level of the poolees high. I accomplish this through various activities such as Warrior Weekends and special offensives throughout the year. Warrior Weekends are massive pool functions that incorporate as many stations as possible. Over the course of usually two days, poolees receive instruction on weapon systems, martial arts, military knowledge and things unique to the reserve center where the Warrior Weekend is held.

Q) What improvements have you seen since taking over the RS?

A) Increased pool attendance, better pool functions and a belief that the program can make the life of a recruiter on recruiting duty less challenging.

One thing I try to instill in the recruiting force is that working with the pool is a prospecting activity if done right. Every minute invested in a poolee will net a return in contracts, decrease discharges and make better local community, high school, community college relationships.

RS Richmond realized a seven percent increase last fiscal year in contracts from the DEP. That increase brought RS Richmond's DEP-generated contracts in Fiscal Year 2006 to 31 percent of all contracts written.

Bottom line, if a recruiter doesn't believe in or work his pool effectively he will surely struggle through this demanding tour.



1st Lt. Nathan Braden

Faces from the Front

Sergeant Joseph L. Massey, a 26-year-old scout squad leader from Shelbyville, Ky., with Company D, 3rd Light Armored Reconnaissance Battalion, prepares to conduct an explosive material residue test on a suspected insurgent during a cordon and search operation north of Fallujah. The operation resulted in the detention of eight suspected insurgents and the discovery of a weapons cache consisting of four AK-47 assault rifles. The mission was one of the first company-sized operations the Marines have conducted since arriving in Iraq.

4TH QUARTER FY 06

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Baltimore

Charleston



RSS: Waldorf Recruiter: Sgt. Mahoney

RSS: Circleville Recruiter: Sgt. Stevermer

Detroit



RSS: Zanesville Recruiter: Sgt. Garrett



RSS: Toledo Recruiter: Staff Sgt. Davis

Louisville



Frederick

RSS: Champney Recruiter: Staff Sgt. Aguilar



RSS: Florence Recruiter: Staff Sgt. Rodriguez

Richmond



Raleigh

RSS: Winston-Salem Recruiter: Staff Sgt. Wilson

RSS: Danville Recruiter: Staff Sgt. Acord

> and his mother. "My mom really didn't want me joining but she knew it was something

best compete in motorcycle racing.

Born to be wild

HONDA

Recruiters from Recruiting Sub-station Mansfield, Recruiting Station Cleveland, present the colors at the Honda Supercycle

race, Aug. 6, at the Mid-Ohio Sports Car Course. The annual

three-day event draws thousands of onlookers from across the country to Lexington, Ohio, to see some of the world's

I really wanted so she agreed, said Michael. While at the home visit,

Michael's older sister Betty Hang, a 21-year-old engineering student at Wayne State University, expressed to Goodlowe that her student loans were gone and was inquiring how the Marine Corps could help. A few days



Sgt. Chris Flurry

Michael and Betty Hang are now are ready to take on the challenges of Recruit Training along with their stepbrother Jordan Vang.

later Michael and Betty were in the Delayed Entry Program.

A week or so later Goodloe got a call from Michael and Betty's stepbrother, Jordan Vang. Jordan had wanted to join the Corps a few years back but never followed through with his desire until he had talked with his siblings. He was not to be outdone.

Goodloe knows that his good fortune will probably never happen again, but he says that will not discourage him from prospecting in the piles of high school lists.

There's gold in them there lists

Story and photo by Master Sgt. Mike Giannetti RS Detroit

DETROIT – Maybe he did not know any better, but the greenhorn prospector had hope, motivation and a desire to strike it rich.

Sergeant Lawrence Goodloe was not even on production yet when he started attacking some old high school lists. Battling busy signals, answering machines and angry parents he struck gold at the Hang house. Not one, not two, but three contracts.

Michael Hang, a young 17-year-old high school graduate, answered the phone and was excited to talk with a Marine Corps recruiter again.

Hang's first experience with the Marine Corps came about two years ago when Gunnery Sgt. Chad Stewart talked with him at his school.

According to Hang, he was impressed with the Marine, but was only a junior and had not really thought about joining the service at that time.

According to the well-used high school list the Hang house had been called several times over the past few years by various recruiters but nothing resulted from the efforts.

This time it was much different for Goodloe. He scheduled an appointment and a few days later he was sitting down with Michael

4TH QUARTER FYO6

Mental attitude, fun; career recruiter's secret

Story and photo by Cpl. Sharon E. Fox RS Charleston, W. Va.

HUNTINGTON, W.Va. - The staff noncommissioned officer-in-charge of Recruiting Sub-station Huntington, Recruiting Station Charleston, Gunnery Sgt. Will E. Caudill, was presented an award for superior achievement for making mission 24 straight months.



In two years Gunnery Sgt. Will E. Caudill, SNCOIC of RSS Huntington, has contracted 26 over his mission of 150 and over shipped by 40.

Maj. B.Z. Woodworth, RS commanding officer, presented the award for outstanding achievement September 21. "Very few Marines achieve this level of success," said Woodworth. In two years, Caudill has contracted 26 over his mission of 150 and over-shipped by 40.

Caudill was the SNCOIC of RSS Parkersburg from July 2004 to October 2005 and in that time his was the number one station in the RS. From the time he took over RSS Huntington in November 2005, he has gradually taken the station from the lowest-ranked station of the RS to the fifth of 11 stations.

Now in his 28th month of consistently making mission, Caudill is confident his success and the success of the RSS will only continue.

The East Bank, W.Va., native, tries to preach keeping a good attitude because too many times recruiters get discouraged and might lose sight of the mission goal.

"Having the SNCOIC engaged with the recruiters makes them see that we're all keeping in the fight," said Caudill. For a recruiter, it's good to have a leader who engages in making appointments, prospecting, driving a kid to (Military Entrance Processing Station) and just help out with whatever the team needs.

"Making the Marine Corps a career was my calling in life," he continued. "It just seemed so natural. I love everything about the Marine Corps, and I think it reflects in my job as a recruiter and as a SNCO

"There are so many Marines who I have learned from and taken things to help mold me into the Marine I am today," he said. "As for recruiting, all of the 8412s of RS Charleston have guided me and helped me to be successful. One person in particular is Master Sgt. [Paul C.] Sites, [recruiter instructor, RS Charleston.] No matter how well I was doing I always had a call first thing in the morning wondering where I was. He made sure I was always focused on the mission, always giving guidance and just kept me concentrating on the basics."

After more than three years since meeting Caudill, Sites said he would choose to have Caudill on his team any day of the week.

"Caudill is a success-driven Marine and strives to be the best at whatever he does," said Sites. "He is always challenging himself, but more importantly, always challenging his recruiters. He is a good leader because he always sets the example, takes time to talk to Marines and listens to what they have to say. He really helps get into the weeds with [his recruiters] and is able to identify their strengths and weaknesses."

Caudill makes a point to emphasize that his continued success not only stems from the Marines who helped mold him, but also lies greatly upon the Marines he has working for him. The RSS has contracted more than 110 percent of their mission goals since November 2005 and has shipped more than 150 percent. "The recruiters gave me everything they had to help get me where I am today. I owe a lot to them," added Caudill.

The advice Caudill has for Marines in recruiting is to "Never settle for the minimum, keep a positive mental attitude, keep training, utilize systematic recruiting and have fun."

Top Monthly Performers

RS

July

August

September

Baltimore	Staff Sgt. Carter (Columbia)	Staff Sgt. Scheel (Wilmington)	Staff Sgt. Stephens (Landover)		
Charleston	Staff Sgt. Schroeder (Xenia)	Gunnery Sgt. Brown (Dayton)	Sgt. Hampson (Circleville)		
Cleveland	Sgt. Garrett (Zanesville)	Sgt. Burgos (Mentor)	Sgt. Eversole (Mansfield)		
Detroit	Staff Sgt. Davis (Toledo)	Staff Sgt. Rosenblatt (Norwalk)	Staff Sgt. Wilson (Pontiac)		
Frederick	Staff Sgt. Aguilar (Woodbridge)	Staff Sgt. Clink (Frederick)	Staff Sgt. Aguilar (Champney)		
Louisville	Staff Sgt. Rodriguez (Florence)	Sgt. Frank (Fairfield)	Staff Sgt. Rodriguez (Florence)		
Raleigh	Staff Sgt. Wilson (Winston-Salem)	Staff Sgt. Deller (Jacksonville)	Staff Sgt. Wilson (Winston-Salem)		
Richmond	Staff Sgt. Middleton (Chesapeake)	Staff Sgt. Middleton (Chesapeake)	Staff Sgt. Flickenger (Charlottesville)		
PSR	Gunnery Sgt. Santin (Camp Lejeune)	Gunnery Sgt. Santin (Camp Lejeune)	Staff Sgt. Rodriguez (Washington D.C.)		

Recruiting Station Top SNCOICs





Gunnery Sgt. Addo (8411) RSS Landover Net APR 2.13



Gunnery Sgt. Rohr (8412) RSS Circleville Net APR 1.78



Staff Sgt. Smith (8411) RSS Mentor Net APR 2.25



Gunnery Sgt. Goode (8412) RSS Southgate Net APR 2.33





Gunnery Sgt. Harper (8412) RSS Alexandria Net APR 1.91



Master Sgt. Schwaninger (8412) RSS Florence Net APR 1.83



Gunnery Sgt. Terry (8412) RSS Winston-Salem Net APR 2.68



Gunnery Sgt. Murchison (8411) RSS Petersburg Net APR 2.33

8412 Mission Status 4th Quarter FY06

RS	RSS	SNCOIC I	Mission	Contracts	RS	RSS	SNCOIC	Mission	Contracts
Charleston	Circleville	GySgt Rohr	19	35	Frederick	Alexandria	GySgt Harper	23	23
Raleigh	Winston Salem	GySgt Terry	9	16	Raleigh	Raleigh	GySgt Greene	27	27
Raleigh	Greensboro	GySgt Glenn	88	117	Richmond	Charlottesville	GySgt Emmert	98	98
Raleigh	Hickory	GySgt Parris	80	99	Detroit	Livonia	GySgt Little	97	95
Richmond	Virginia Beach	GySgt Thomas	47	55	Richmond	Richmond South	GySgt Eaton	40	39
Charleston	East gate	GySgt Dubose	90	101	Richmond	Richmond Main	SSgt Plata	80	72
Louisville	Louisville North	GySgt Geitgey	17	19	Frederick	Rockville	MSgt Howard	24	21
Charleston	South Columbus	MSgt Mankin	106	116	Louisville	Lexington	GySgt Deskins	105	89
Detroit	Southgate	GySgt Goode	106	116	Baltimore	Waldorf	SSgt McCary	57	48
Charleston	Huntington	GySgt Caudill	92	98	Frederick	Chantily	MSgt Walker	106	89
Cleveland	Metro West	GySgt Williams	109	110	Cleveland	Salem	GySgt Brahen	38	30
Louisville	Fairfield	MSgt Schwaning	jer 103	104	Baltimore	Glenn Burnie	SSgt Stepney	63	49
Richmond	Newport News	GySgt Byers	102	103	Raleigh	Concord	SSgt Coursen	74	58
Cleveland	Akron	GySgt Horton	119	119	Raleigh	Goldsboro	GySgt Cobb	84	64
Detroit	Lima	SSgt Mulet	93	93					

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